

Tourism Sector Symposium Agenda

**March 24, 2021 from 8:30-11:45am
via Zoom Meetings**

8:30am - Opening Remarks

8:40am - Tourism Operator Panel

Local Tourism operators will share their stories and experiences of 2020, addressing the challenges they faced and how they adapted/pivoted to meet the current tourism environment.

Panelists

Jill Linquist, President - [Raging Crow Distillery](#).

Tom Trueman, Owner - [Trueman Blueberry Farms](#)

9:20am - Common Themes Discussion & Group Input

This past fall/winter, the Cumberland Business Connector and Truro Colchester Partnership for Economic Prosperity helped 24 tourism and tourism-related operators with Accelerated Market Readiness (AMR). Most tourism operators used the AMR to explore opportunities to increase sales, profitability, and revenue generation. Tourism operators also used the AMR to discuss branding and better defining their unique selling position.

During this portion of the workshop, panelists and all participants can share their experiences with these common themes. Topics may include:

- What was the most beneficial activity you conducted in 2020?
- What do you do for strategic planning and business planning?
- What are your expectations for 2021?
- Other questions identified from registration

10:10am - Break

10:20 am - Launch of the Cumberland Joint Tourism initiative

The three municipalities in the Cumberland region have been working behind the scenes on a joint initiative to support their tourism sector. Hear from the Municipality of Cumberland as they share the reasoning and goals behind the new Joint Tourism initiative. Discuss with Truro/Colchester operators about the need for a similar initiative in the Colchester region.

10:30 am - Industry Analysis

M5 communications to give overview of tourism sectors current landscape, research to date, customer targeting, etc.

11:00am - Brainstorm

Participants can share key learnings, and the group can brainstorm ideas to add value to the local tourism sector (seasonal opportunities, sector partnerships, geography, type of attractions, types of visitors).

11:30am - Wrap up & Next Steps

Set the tone for where to go from here and identify the resources available to help businesses move forward

11:45am - End of Tourism Sector Symposium